



UNITED STATES
DEPARTMENT OF AGRICULTURE
Office of the Secretary
Washington, D.C. 20250

WIC NATIONAL BREASTFEEDING WEEK
AUGUST 1 – 7, 2006

By the Secretary of Agriculture of the United States of America

A PROCLAMATION

WHEREAS breastmilk provides the ideal balance of nutrients for optimal growth and development, reduces the risk of chronic childhood diseases, promotes mother, infant and family bonding, and may reduce the risk of childhood obesity;

WHEREAS the United States Department of Agriculture and cooperating State Health Departments and Indian Tribal Organizations promote and support breastfeeding through the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) as well as through other nutrition assistance programs;

WHEREAS the WIC Program partners with other Federal agencies and professional health organizations to collaboratively promote, support and protect optimal breastfeeding practices to increase breastfeeding rates throughout the United States;

WHEREAS the Food and Nutrition Service's "Using Loving Support to Implement Best Practices through Peer Counseling" project provides training to peer counselors who contribute a valuable service to the WIC community, addressing the barriers to breastfeeding through mother-to-mother support, role modeling, and providing culturally competent education and encouragement;

WHEREAS the WIC Program continues to develop and foster community partnerships as a key component to changing cultural norms and creating "breastfeeding friendly communities" that value and embrace breastfeeding mothers and families; and

WHEREAS committed WIC staff empower mothers to overcome the societal barriers —workplace, day care, business —as well as cultural and personal barriers such as embarrassment and time constraints, to successfully breastfeed;

NOW, THEREFORE, to acknowledge breastfeeding mothers and show appreciation for their efforts, I, Mike Johanns, Secretary of Agriculture do hereby proclaim the week of August 1 – 7, 2006, as "WIC National Breastfeeding Week" and call upon WIC State and local agencies, community partners and breastfeeding coalitions that have worked in cooperation with the WIC Program, to celebrate with appropriate observances and activities that commemorate the efforts of breastfeeding mothers, fathers and families, and highlight the dedication of WIC staff, health care and medical professionals, peer counselors, community partners and all who provide education, loving support and encouragement so that breastfeeding mothers are successful.

IN WITNESS WHEREOF, I have hereunto set my hand this (date) in the year two thousand and six, and the two hundred and thirty first year of the Independence of the United States of America.

A handwritten signature in black ink, reading "Mike Johanns", is positioned above the printed name and title.

MIKE JOHANNS
Secretary